

Upcoming Events

- 22 August – Items for September Council agenda due at Network Office
- 23 August – Content from Member U3As for newsletter *U3A Matters* due at Network Office
- 19 September – Members Council
- 21 September – Combined DHHS Regional Workshop – South West Victoria region and Grampians region
- 04 October – U-MAS User Group Meeting
- 7-14 October – Seniors Festival
- 21 November – Members Council

No regional meeting schedule published with this issue of *eBulletin* – see July issue for regional meeting and workshop dates.

Strategic Plan

Work on the Network Strategic Plan is well under way, with our consultant Margaret Burdeu of Burds I-view Consulting meeting with a selection of U3As to gain views from all stakeholders in the U3A movement.

Also, during July, all U3A secretaries were asked to respond to an online survey to provide background information and views to inform the development of the plan. Responses are currently being analysed and will be further explored in meetings and discussions. A number of U3As have been invited to participate in a workshop to be held during August.

All U3As will also have an opportunity to provide input at the September Members Council meeting. It is expected that the final plan will be reviewed at the November meeting.

In the meantime, anyone with views on future strategy is welcome to provide comments or questions to info@u3avictoria.com.au, and these will be forwarded to the consultant.

Del Stitz, Network Planning Convenor

From the President

This month, it is still all about personnel. Member U3As attending June Council were introduced to another appointee to the Network Committee, Helen Elliott of U3A Box Hill, and also were informed of the return of Network Committee marketing convenor Janice Kelly.

And, I would like to welcome Sue Cullen as a second member of our Development & Support team. Initially Sue will support DSO Anne Grigg in managing our 2018-2019 regional workshops program.

Unfortunately, family problems prevented engagement of our new Treasurer, after three months of discussion. My own view is that family must always come first, and we all know that family pressures only increase as we move further in our third (and fourth) age.

And, our Secretary's role is still filled only in a regulatory sense. The addition over the last two months of new people to Network team has resulted in less pressure on other participants, enabling us all to give a better service to Member U3As and general members, but we are still an engine firing only some cylinders without the two vital roles of Secretary and Treasurer.

I urge anyone who has completed their service at their own U3A to consider these important roles.

Susan Webster, Network President

Jobs Vacant

Network still has several other roles we are looking to fill – minute-taker, publicist, editor, data analyst, technology support. These do not have to be committee roles, meaning that people can work without attending committee and Council meetings. Anyone interested in joining the Network team can contact Susan Webster through the Network Office.

Council Communications

September - Agenda papers for the September Council will be on the website in late August – and will be emailed to all U3As at that time. U3As wishing to place an item on the agenda for the September Council should contact the Network Office – info@u3avictoria.com.au - by 22 August. Date of next Council is 19 September.

No Council Vodcast - Attendees at the June Council would have seen a video camera in use. President Susan Webster announced that the Council was being recorded and a vodcast would be available from the Network website – to allow those Member U3As unable to attend in Melbourne to review the discussions.

Unfortunately, it has not been possible to finalise the vodcast; our production arrangements were not as solid as necessary. Network will try again at the September meeting. Many thanks to our volunteer technician Neil Shaw, who put several hours of pre- and post-editing work into this initiative, at Network's request.

U3A Funding Campaign

Network and Member U3As have continued their campaign to gain additional resources from government and other stakeholders.

The campaign pack was mailed to all Member U3As in late June, and several U3As have reported back their use of its strategy advice and templates to speak with local politicians, candidates, or officers of local government.

In late June, Network's Planning Convenor Del Stitz and President Susan Webster met with Martin Foley, Minister for Ageing and Disability, to explain the U3A movement's contribution to the well being of seniors in our State.

Del noted to the *eBulletin* that the Minister showed a good appreciation of the important role of U3As in the seniors' community. She said the meeting discussed current issues in relation to access to quality accommodation at a reasonable price, the role of local government, the importance of government funding, and the need for more investment in technology to support U3As managing complex organisations with volunteers.

And in July a team of President Susan, Vice Presid-

ent Glen Wall, U3A Frankston Secretary Bethy Birch, and Network Development & Support Officer Anne Grigg met with three MPs at Parliament House (Paul Edbrook, Frankston; Sonya Kilkenny, Carrum; and Tim Richardson, Mordialloc), again to talk about the contribution of U3A and to point out strong need for better local accommodation.

Network plans to put messages about the U3A contribution in front of representatives of other political parties in the next month. If any U3As need some assistance in preparing for a talk with local officials or candidates, they can contact Development & Support Officer Anne Grigg via dso@u3avictoria.com.au

Governance And Partnership Tool Kit Project

U3A Network Victoria has been provided with additional support from Seniors Branch in the State Government to build on the findings of the "Whittlesea Community Inclusiveness Model" project to document a U3A Governance and Partnership Tool Kit. This project will draw on the relationships U3A has established with organisations with significant experience in community inclusion, capacity building and who have a proven history of bringing together community participants to work toward a shared vision.

The proposed Governance and Partnership Tool Kit will provide individual Member U3As with resources and guides to:

- To implement good governance practices for conducting committee meetings and effective delegation of authority
- Identify skills of members within individual U3As to contribute to building of capacity
- Identify members who have connections with other organisations and community groups that can assist their U3A build capacity through strategic relationships
- Identify U3A needs by creating "conversations" within their membership

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- Create approaches to identifying sources of accommodation and other resources through partnerships and involvement through connection with their broader community.

The Tool Kit will be progressively offered to Members U3As through regional meetings with follow up workshops on the effective use of the resources.

DHHS Regional Workshop Series

Explanatory materials for these workshops were forwarded to Member U3As in July, and the first workshop is scheduled for 21 September for the combined South West Victoria and Grampians regions. There are two volunteers (one from each region) working on the planning team with Network Development and Support.

One additional workshop can be scheduled for October-November this year, and the other four will run in first half 2019.

Regions and U3As can select the content for the workshop from the modules developed by Member U3As or from the governance modules developed by Nonprofit Training.

To assess your U3A's needs and which modules you would like to see in your region's workshop, see the materials forwarded in July or contact Development and Support Office Anne Grigg via dso@u3avictoria.com.au

U3A Matters Is Back!

Our movement's newsletter for general members (and the general public too) is returning in time for the Seniors Festival. *U3A Matters* was temporarily suspended, due to lack of editorial manpower; but it will be returning in hard copy and digital copy in September.

Most of the content in the newsletter features the activities of our Member U3As – any who want to publicise their achievements or activities can forward copy to the Network Office (info@u3avictoria.com.au) by 23 August.

More Websites Going Up

Latest website created under the Website Template Project is at U3A Footscray – congratulations !



If your U3A needs a website, contact the Website Template Project team through Network Office.

Marketing Strategy for Promoting U3A

Here is a marketing tip that has recently been brought to my attention. It doesn't cost any money and has the potential to play an important role in raising awareness of U3A.

When people are retired or contemplating retirement they will often do a Google search for senior organisations. There are any number of keywords or terms they might use: activities for seniors, senior organisations, education for seniors, courses for retired people.

Experts tell us that in a situation like this, one of the most important factors influencing the result of the search is a U3A's use of such terms and keywords in that U3A's own website content.

So, the Google search ranking results for U3As can be improved by updating, revising, and optimising website content to include the keywords that you think best describe our organisation.

I hope you find this useful and are successful in creating greater awareness of your U3A,

Janice Kelly, Network Marketing Convenor

Seniors Festival News

Small or big, regional or metro, one hour or two, your U3A can get involved in Celebration Day at Federation Square this year in Melbourne.

The Network tent has plenty of room – twelve metres by three metres - it's not just about Network, it is an opportunity for all U3As across Victoria to spruik their wares to a very large passing parade.

The tent has five tables, the Network table will handle general promotions and information and four tables will highlight the arts and crafts, the social, physical, and mental stimulation offered by U3As.

Celebration Day runs from 10.00 am to 4.00 pm. With two people on each table, rostered for one or two hours, that is up to 48 U3As representing what we all do, without anyone having to make a huge commitment.

Where possible there will be activities at the table that people can join. It might be a 15 minute philosophical discussions, "Did you know" quiz card with the answers on the back, hot seat scrabble, attacking a code word (with take away examples and solutions), card making, a Nordic walking video or even a sign-on spot for a brief Nordic walk or guided walk in the area.

Get thinking, get in fast, you don't want to miss out on this opportunity to promote your U3As, all U3As, and to have fun. Remember its free travel week. Wherever you are catch a bus, catch a train and make your way to Celebration Day, Federation Square.

Send me your ideas at
committeemember.pauline.obrien@u3avictoria.com.au

and watch your U3A's email for sign up sheets.

Pauline O'Brien,
Network Seniors Festival Organiser

Grants and Funding – Grant Seeking

Updates from the front lines of grant seeking – The "Pick My Project" opportunity, announced by the State Government in April, with a delivery deadline on September this year, has been taken up by some of our U3As. This project required that on-line application be made by an individual with a project sponsored by a community organisation. Two projects with U3As participating have made the first cut.

Janice Kelly from U3A Banyule has partnered with Watsonia Neighbourhood House in proposing a project to develop a Sustainability Educational Program comprised of a series of workshops for community groups like U3A. The group members will come together to work toward building low carbon, resilient communities to address the environmental challenges of climate change.

Also, U3A Frankston are supporting a project to develop a community ballroom dancing series.

If other U3As are involved in a Pick My Project activity, news can be shared through *U3A Matters*. Contact Network Office if you want to provide information about your project.

U3A Network Victoria Partners with Adult Learning Australia

The Network Education Committee recently recommended that U3A Network Victoria join Adult Learning Australia (ALA), the largest national peak body for adult and community education. ALA states that the learner is the central focus of their attention, and that learning occurs through informal and non-formal means, as well as through the formal tertiary education and training systems. By being a member of ALA, U3As in Victoria now have access to their professional development offerings such as their series of webinars: <https://ala.asn.au/professional-development/webinars/>

If your U3A would like to have access to the resources of ALA then please email your contact details (name, U3A, email address) to i so they can be passed onto ALA in order to be included on their email distribution list for members.